

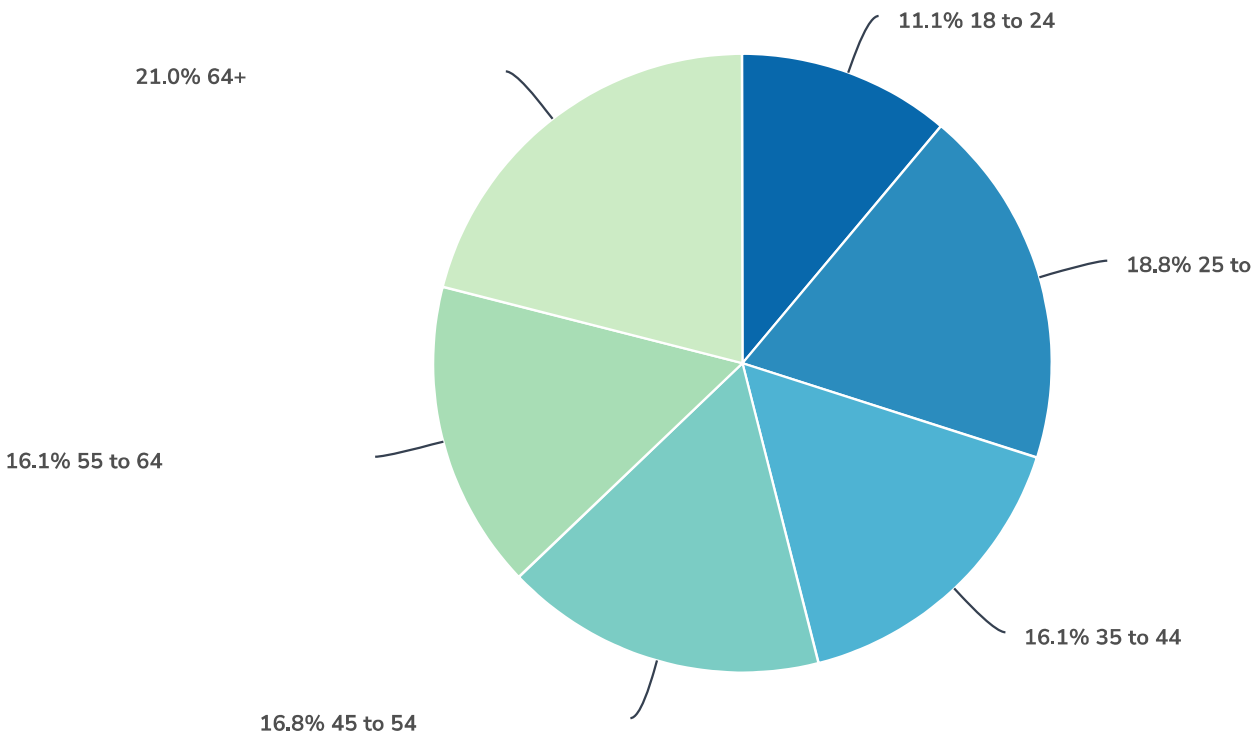
# EXHIBIT A

# Report for Project - 080223-1 - Coldstone v2

## Response Counts

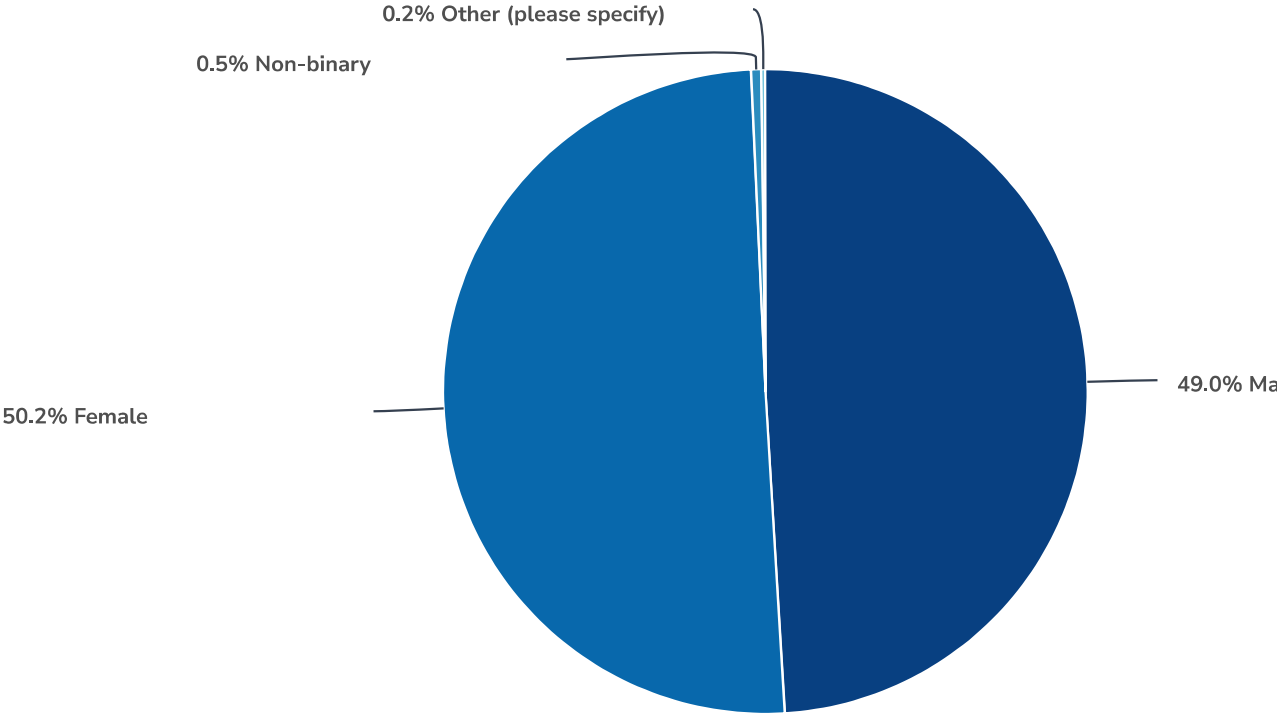
Completion Rate:	100%	
	Complete	404
		Totals: 404

### 1. What is your age?



Value	Percent	Responses
18 to 24	11.1% <div><div></div></div>	45
25 to 34	18.8% <div><div></div></div>	76
35 to 44	16.1% <div><div></div></div>	65
45 to 54	16.8% <div><div></div></div>	68
55 to 64	16.1% <div><div></div></div>	65
64+	21.0% <div><div></div></div>	85
		Totals: 404

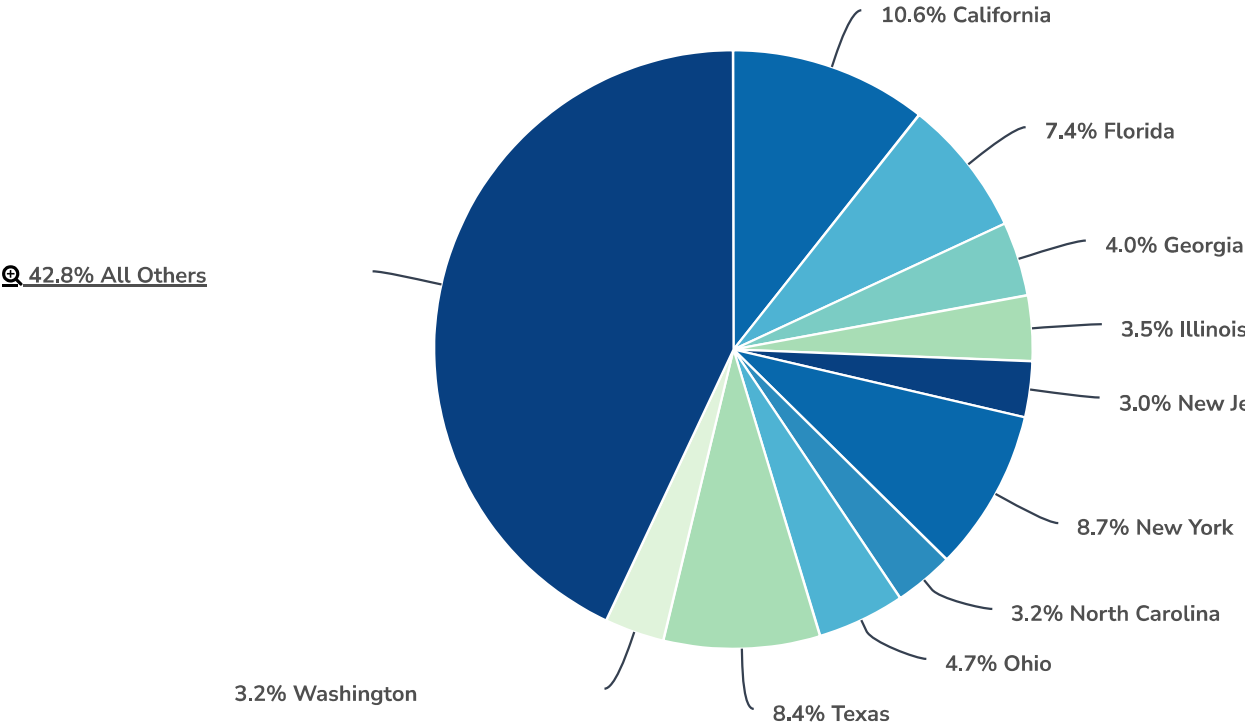
2. What is your gender?



Value	Percent	Responses
Male	49.0% <div><div></div></div>	198
Female	50.2% <div><div></div></div>	203
Non-binary	0.5% <div><div></div></div>	2
<u>Other (please specify) (click to view).</u>	0.2% <div><div></div></div>	1

Totals: 404

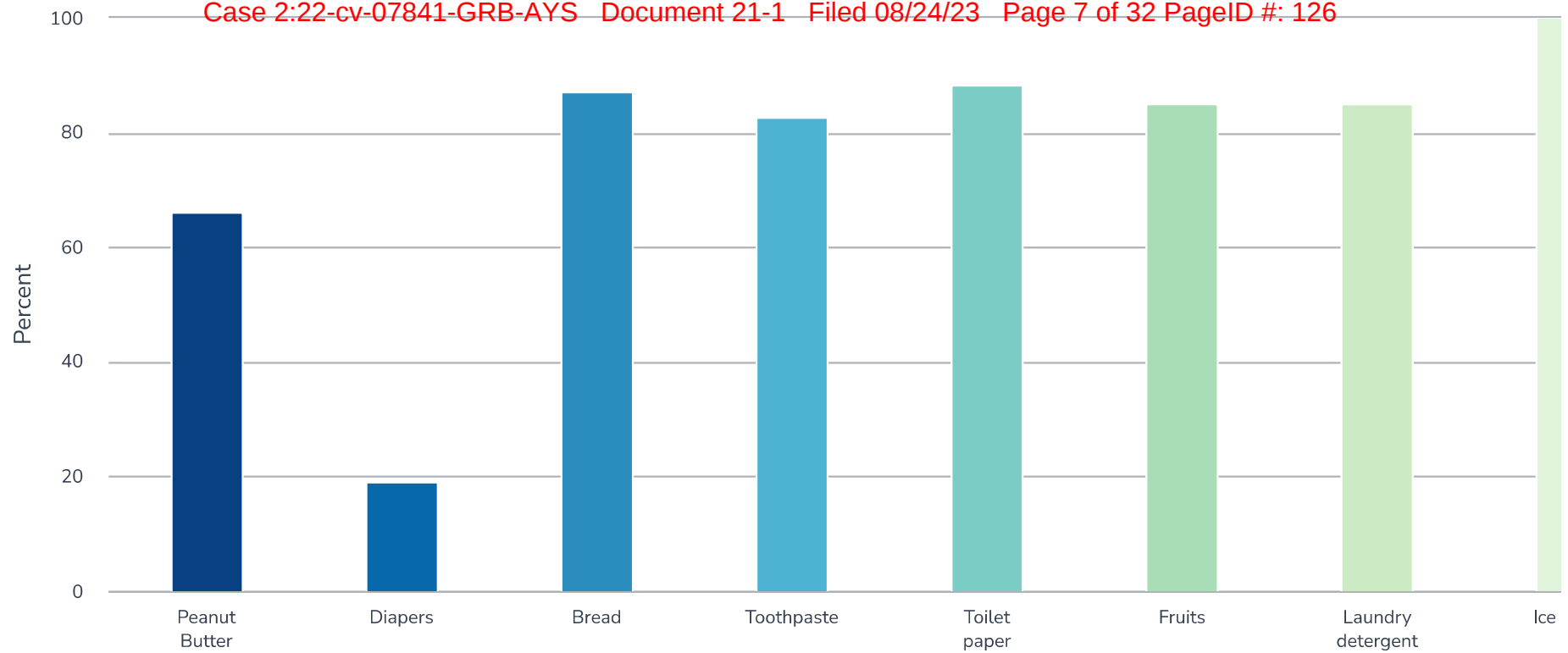
3. Please select the State you live in.








Value	Percent	Responses
California	10.6% <div><div></div></div>	43
Florida	7.4% <div><div></div></div>	30
Georgia	4.0% <div><div></div></div>	16
Illinois	3.5% <div><div></div></div>	14
		Totals: 404

Value	Percent	Responses
New Jersey	3.0% <div><div></div></div>	12
New York	8.7% <div><div></div></div>	35
North Carolina	3.2% <div><div></div></div>	13
Ohio	4.7% <div><div></div></div>	19
Texas	8.4% <div><div></div></div>	34
Washington	3.2% <div><div></div></div>	13
<u>All Others (click to expand) ▶</u>	<div><div></div></div>	42.8% <div>175</div>
Totals: 404		

4. Which of the following, if any, have you purchased in the past 3 months? Select all that apply

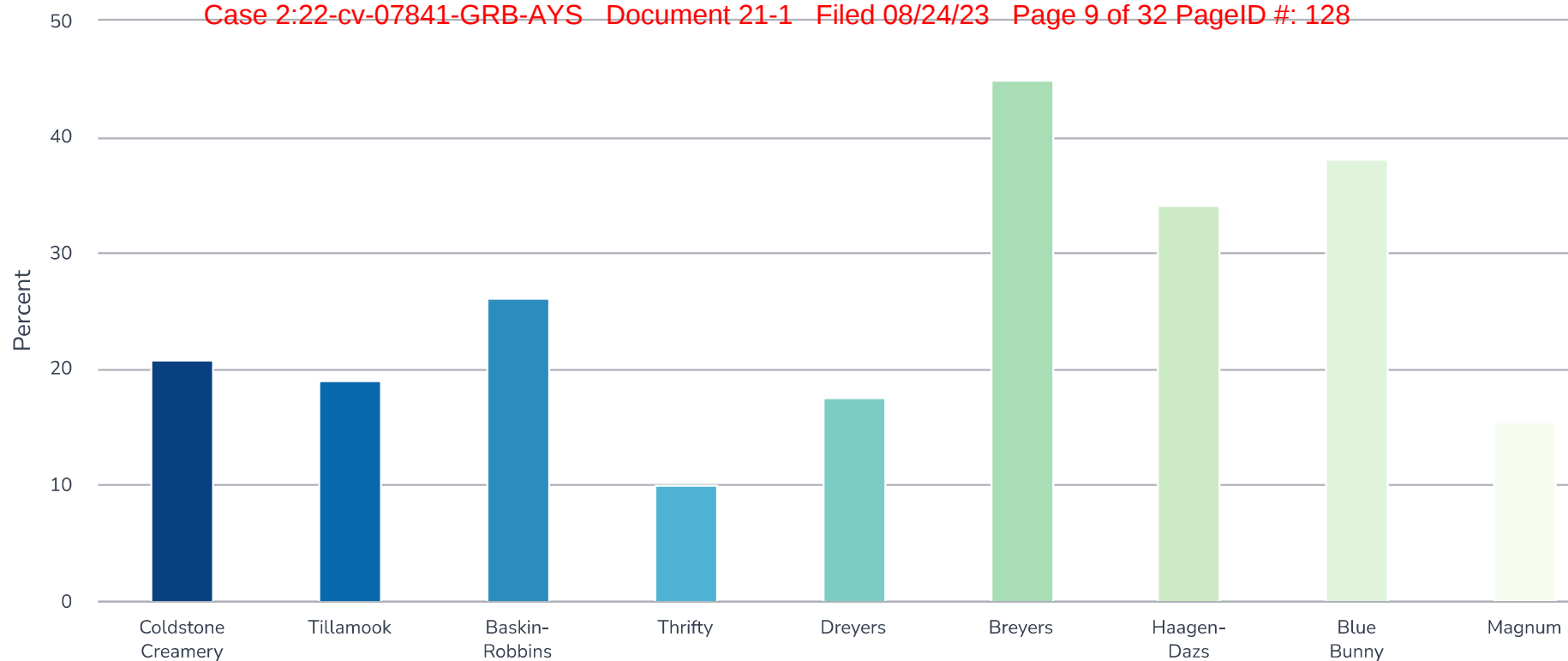







Value	Percent	Responses
Peanut Butter	66.3% 	268
Diapers	19.3% 	78
Bread	87.4% 	353
Toothpaste	82.7% 	334
Toilet paper	88.6% 	358






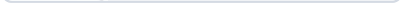


Value	Percent	Responses
Fruits	85.1% 	344
Laundry detergent	85.1% 	344
Ice cream	100.0% 	404
Chocolate	78.0% 	315
Tools	27.0% 	109
Frozen pizza	66.8% 	270

5. Please select the brand(s) of ice cream you have purchased in the past 3 months. Select all that apply.





Value	Percent	Responses
Coldstone Creamery	20.8% 	84
Tillamook	19.1% 	77
Baskin-Robbins	26.2% 	106
Thrifty	10.1% 	41
Dreyers	17.6% 	71

Value	Percent	Responses
Breyers	45.0% 	182
Haagen-Dazs	34.2% 	138
Blue Bunny	38.1% 	154
Magnum	15.6% 	63
Ben & Jerry's	38.4% 	155
Nestle	25.5% 	103
Friendly's	8.7% 	35
None of the above	9.7% 	39

Please review the following image carefully as you will be asked a few questions about it.



Click 'Next' to continue.

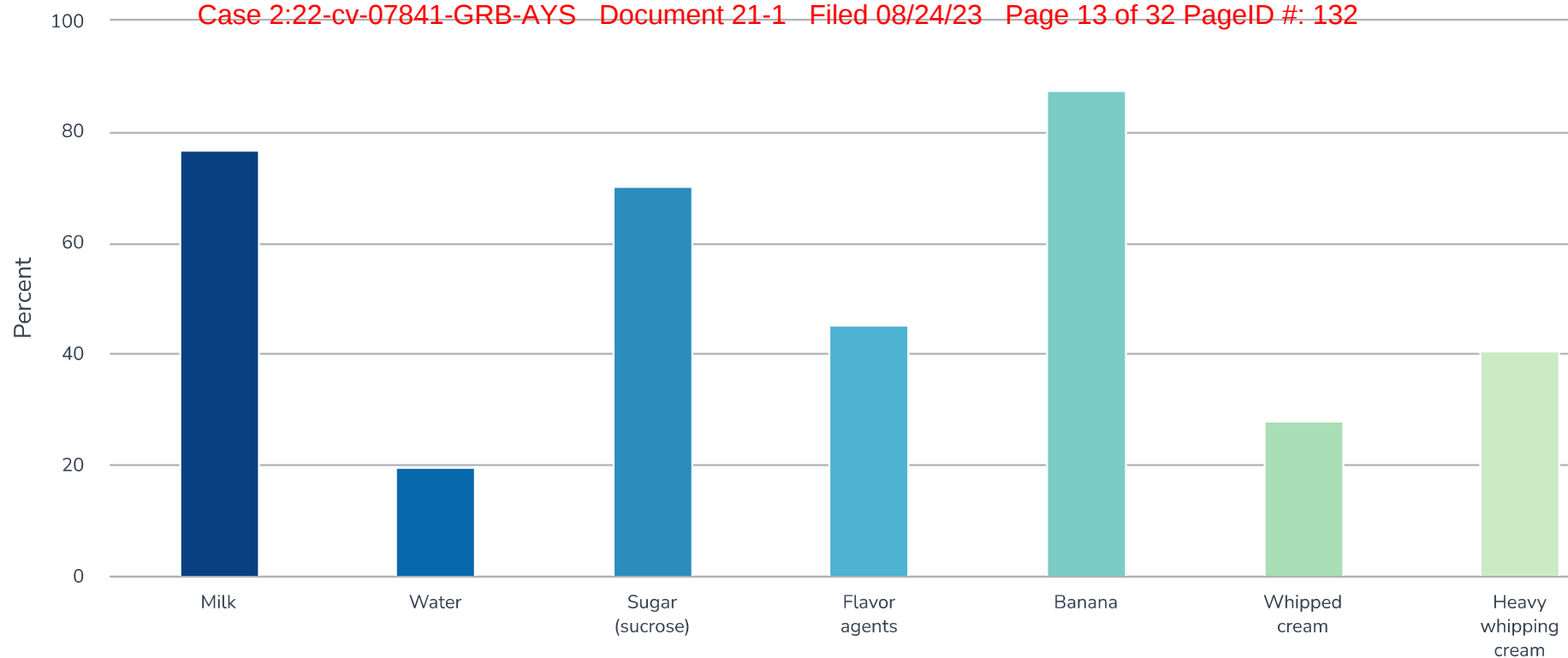


6.


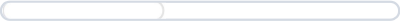





When

viewing the image above, what ingredients do you believe would be included in the Banana ice cream? Select all that apply.



Value	Percent	Responses
Milk	77.0% 	311
Water	19.8% 	80
Sugar (sucrose)	70.3% 	284
Flavor agents	45.5% 	184
Banana	87.6% 	354

Value	Percent	Responses
Whipped cream	28.0% 	113
Heavy whipping cream	40.8% 	165
Ice	31.2% 	126
Food coloring	42.3% 	171
None of the these ingredients	0.7% 	3

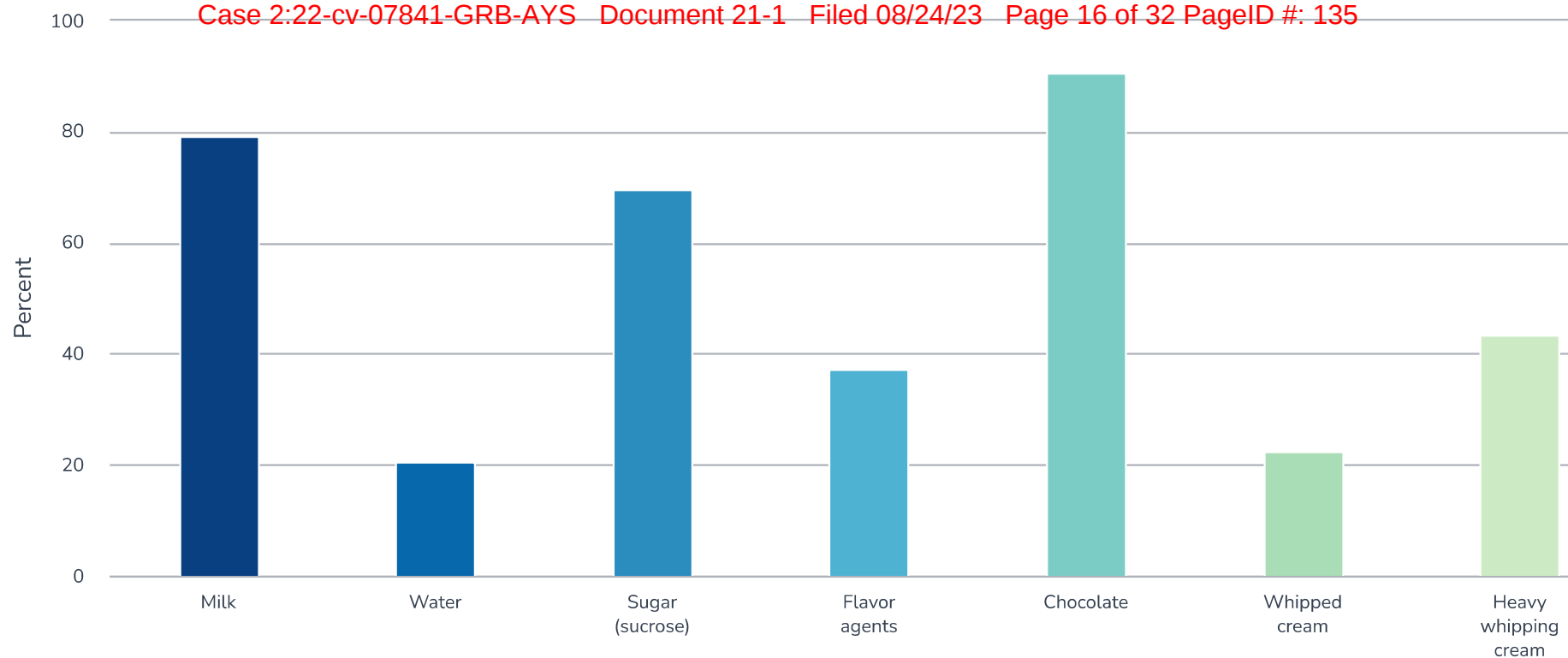







7.

When


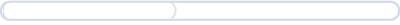



viewing the image above, what ingredients do you believe would be included in the Chocolate ice cream? Select all that apply.





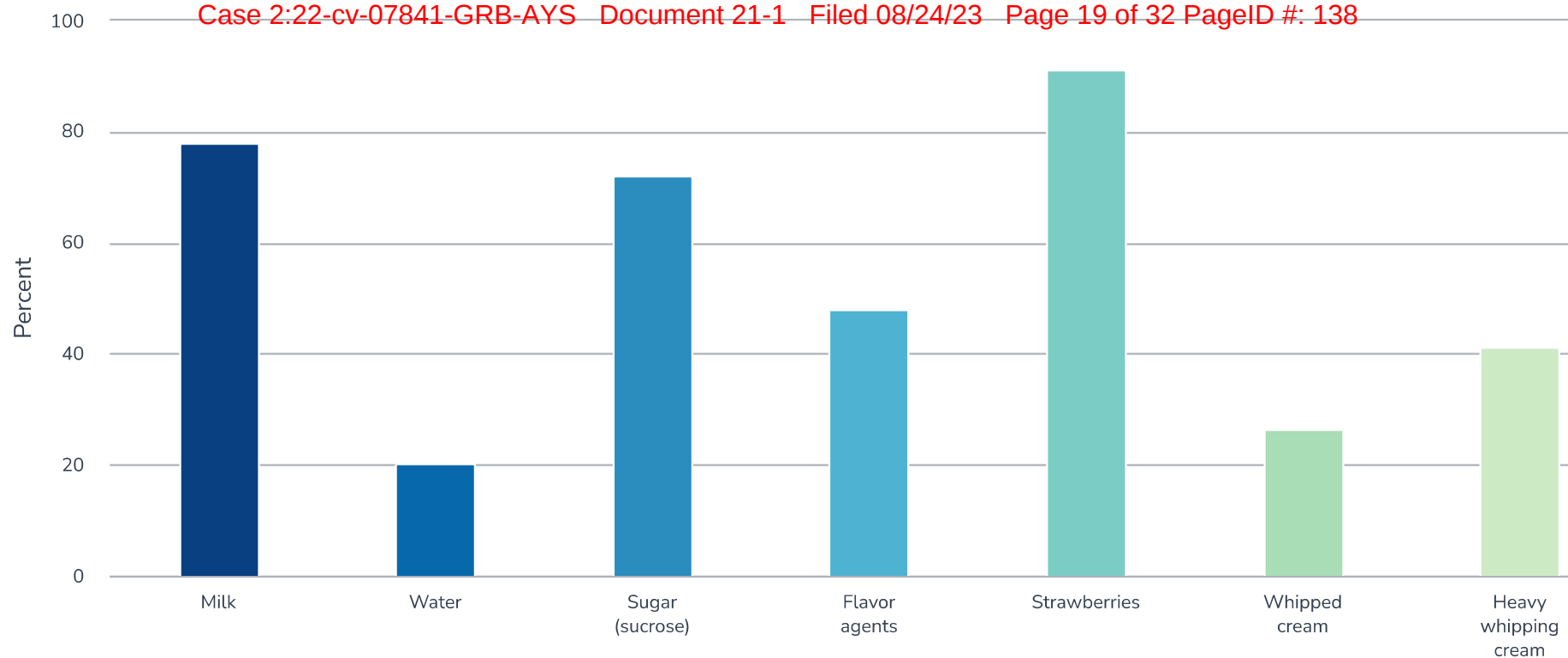
Value	Percent	Responses
Milk	79.2% 	320
Water	20.8% 	84
Sugar (sucrose)	69.8% 	282
Flavor agents	37.4% 	151
Chocolate	90.8% 	367









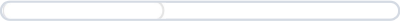



Value	Percent	Responses
Whipped cream	22.5% 	91
Heavy whipping cream	43.6% 	176
Ice	31.9% 	129
Food coloring	30.9% 	125
None of the these ingredients	1.0% 	4

## When

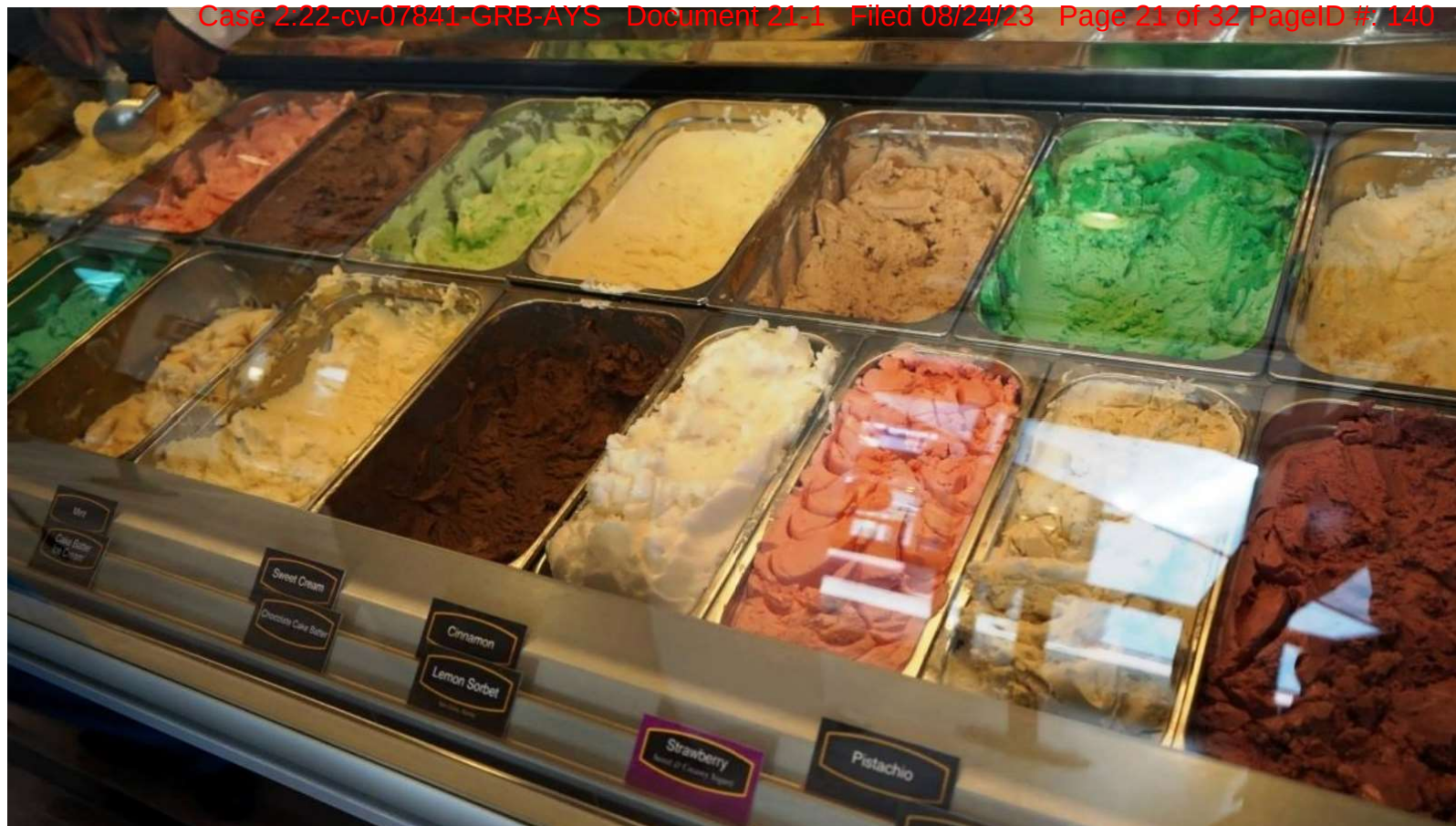
viewing the image above, what ingredients do you believe would be included in the Strawberry ice cream? Select all that apply.



Value	Percent	Responses
Milk	78.2% 	316
Water	20.5% 	83
Sugar (sucrose)	72.3% 	292
Flavor agents	48.0% 	194
Strawberries	91.3% 	369

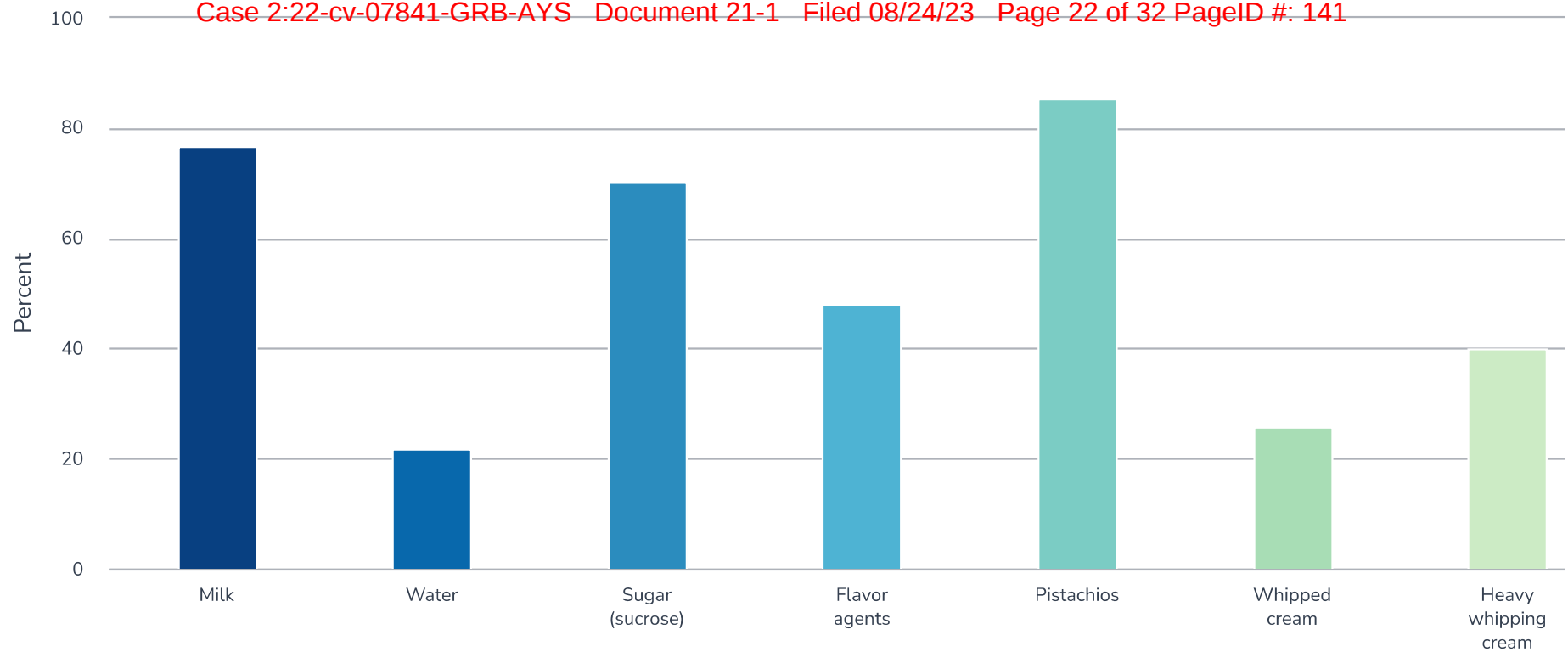
Value	Percent	Responses
Whipped cream	26.5% 	107
Heavy whipping cream	41.3% 	167
Ice	32.2% 	130
Food coloring	48.0% 	194
None of the these ingredients	0.2% 	1

9.








When

viewing the image above, what ingredients do you believe would be included in the Pistachio ice cream? Select all that apply.



Value	Percent	Responses
Milk	77.0% 	311
Water	21.8% 	88
Sugar (sucrose)	70.3% 	284
Flavor agents	48.0% 	194
Pistachios	85.4% 	345

Value	Percent	Responses
Whipped cream	26.0% 	105
Heavy whipping cream	40.1% 	162
Ice	32.9% 	133
Food coloring	52.7% 	213
None of the these ingredients	1.0% 	4



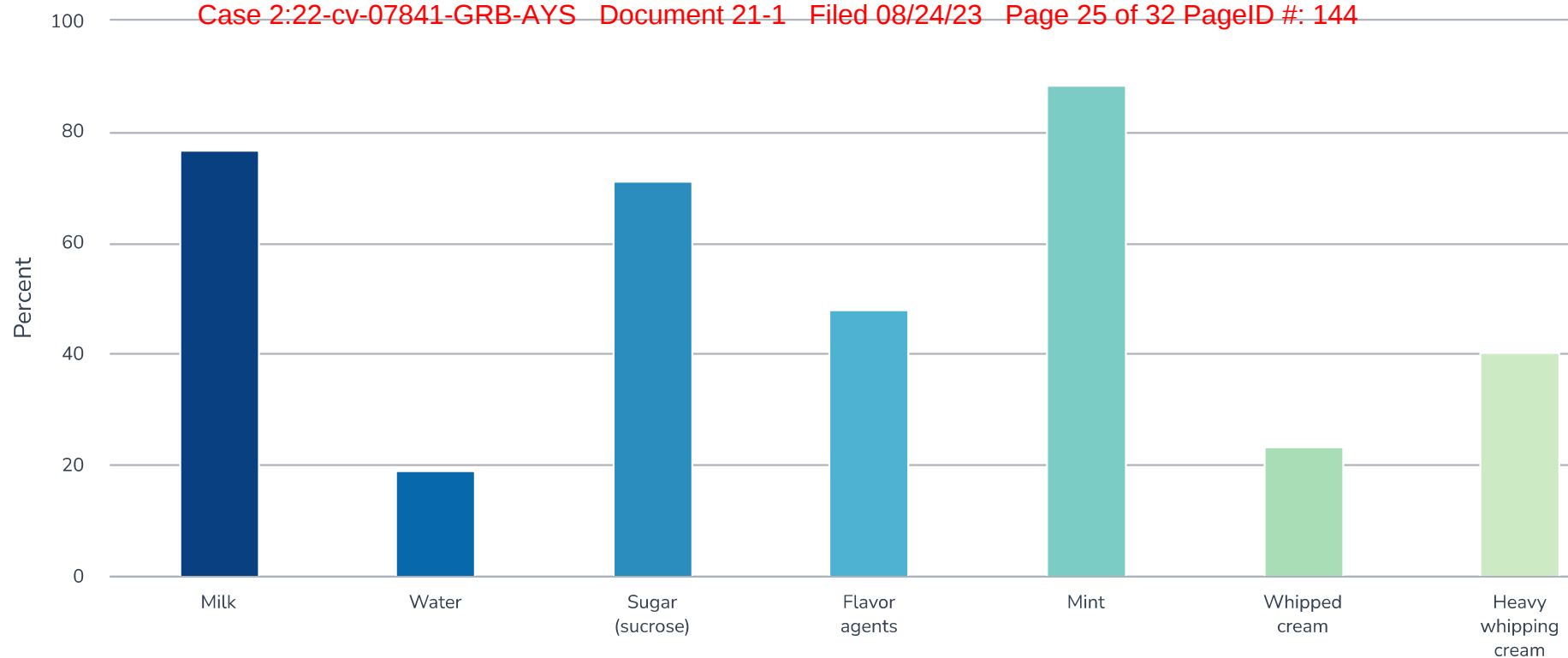
10.








When

viewing the image above, what ingredients do you believe would be included in the Mint ice cream?  
Select all that apply.

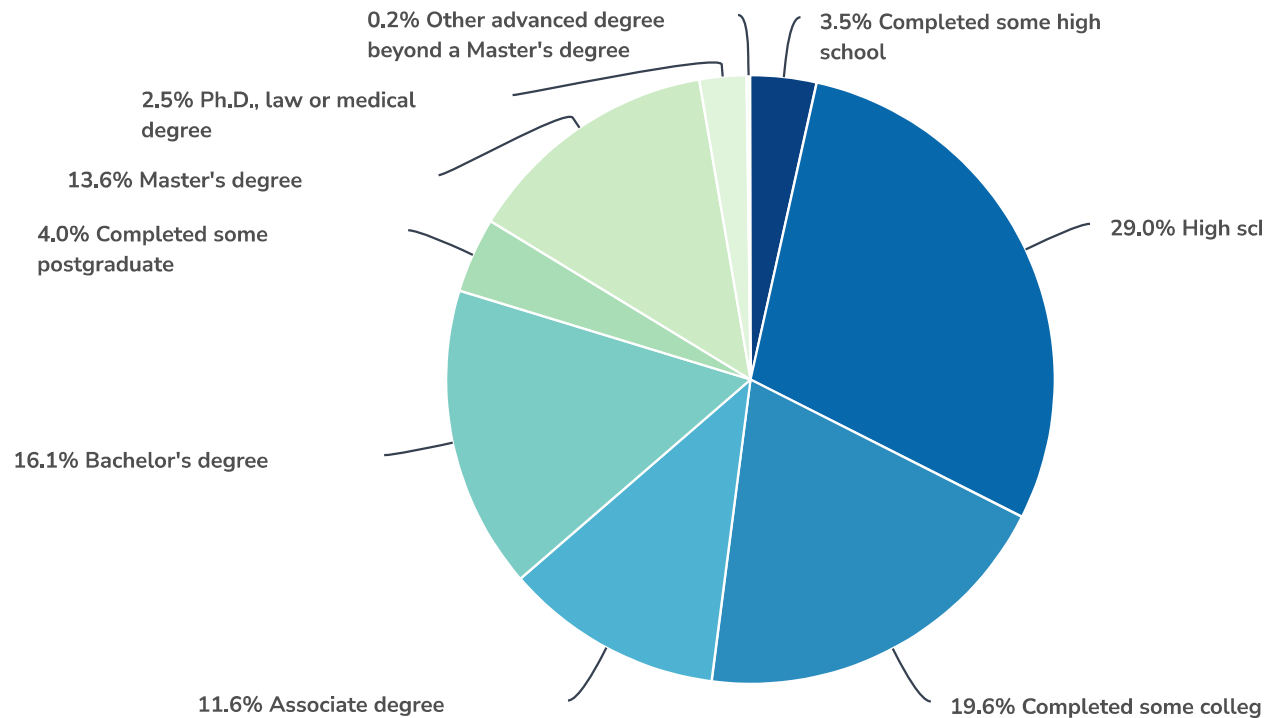




Value	Percent	Responses
Milk	77.0% 	311
Water	19.1% 	77
Sugar (sucrose)	71.3% 	288
Flavor agents	48.0% 	194
Mint	88.6% 	358


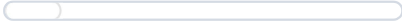


Value	Percent	Responses
Whipped cream	23.5% 	95
Heavy whipping cream	40.3% 	163
Ice	31.9% 	129
Food coloring	54.7% 	221
None of the these ingredients	1.2% 	5

11. What is the highest level of education you completed?

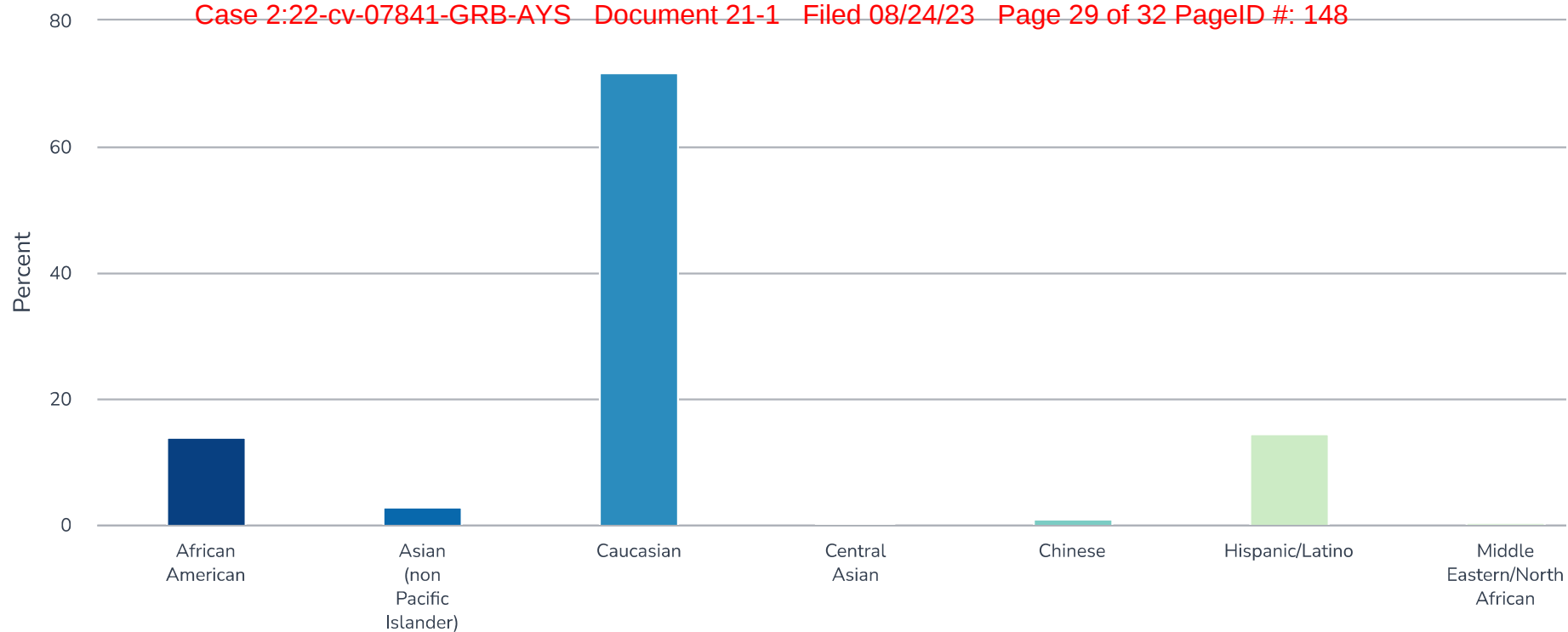







Value	Percent	Responses
Completed some high school	3.5%	14
High school graduate	29.0%	117
Completed some college	19.6%	79
Associate degree	11.6%	47
Bachelor's degree	16.1%	65


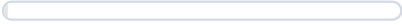



Totals: 404

Value	Percent	Responses
Completed some postgraduate	4.0% 	16
Master's degree	13.6% 	55
Ph.D., law or medical degree	2.5% 	10
Other advanced degree beyond a Master's degree	0.2% 	1
		<b>Totals: 404</b>

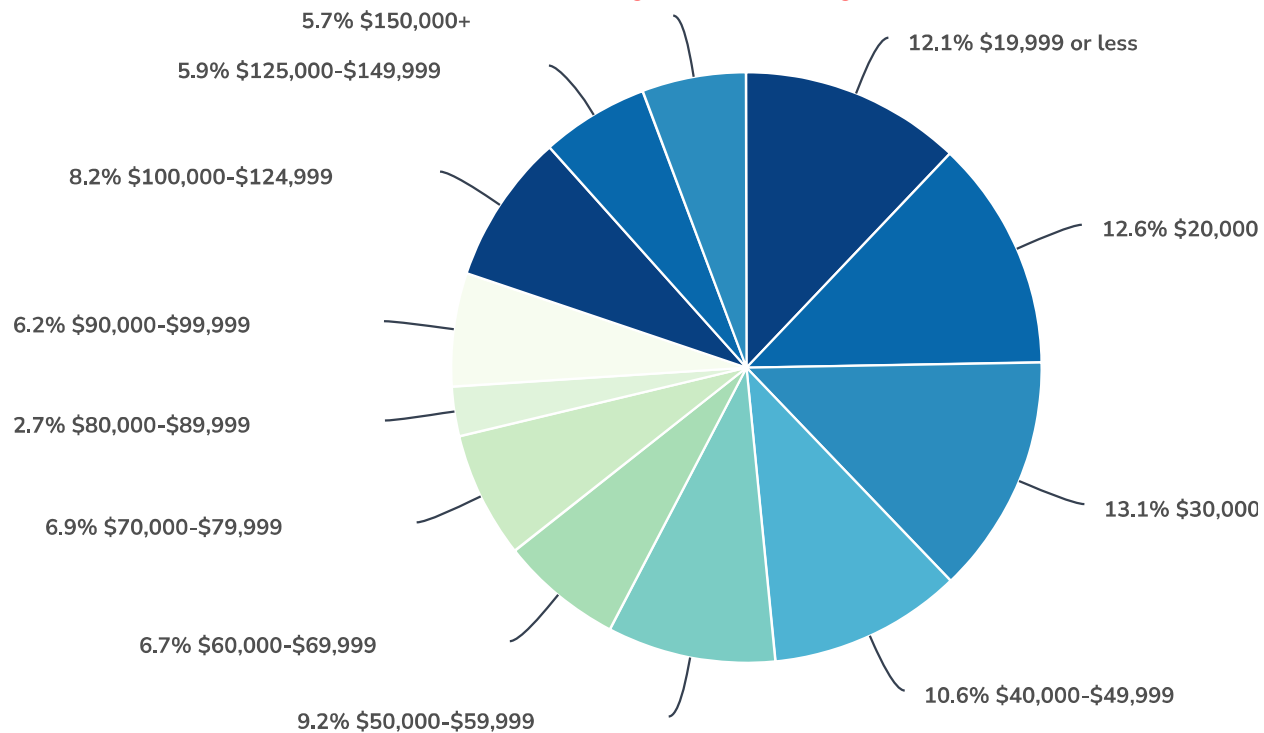
12. What is your ethnicity? Select all that apply.



Value	Percent	Responses
African American	14.1% 	57
Asian (non Pacific Islander)	3.0% 	12
Caucasian	71.8% 	290
Central Asian	0.2% 	1
Chinese	1.2% 	5








Value	Percent	Responses
Hispanic/Latino	14.6% 	59
Middle Eastern/North African	0.5% 	2
Mixed Racial from Caribbean Islands	0.5% 	2
Native American, Eskimo, Aleutian	1.0% 	4
Other Ethnicity	0.5% 	2

13. What is your annual household income?



Value	Percent	Responses
\$19,999 or less	12.1% <input type="range"/>	49
\$20,000-\$29,999	12.6% <input type="range"/>	51
\$30,000-\$39,999	13.1% <input type="range"/>	53
\$40,000-\$49,999	10.6% <input type="range"/>	43
\$50,000-\$59,999	9.2% <input type="range"/>	37

Totals: 404

Value	Percent	Responses
\$60,000-\$69,999	6.7% 	27
\$70,000-\$79,999	6.9% 	28
\$80,000-\$89,999	2.7% 	11
\$90,000-\$99,999	6.2% 	25
\$100,000-\$124,999	8.2% 	33
\$125,000-\$149,999	5.9% 	24
\$150,000+	5.7% 	23
		<b>Totals: 404</b>